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HERE'S the POINT

By SPENCE HELD

Don Hegerle, from Point Loma High, is one of the stars on the S. D. State basketball team which is competing in the national tournament at Kansas City this week.

My favorite State basketball team was the 1941 club coached by Morris Gross which won five straight and the championship at K. C.

Milton (Milky) Phelps, probably the best player ever produced in San Diego, performed brilliantly in that tournament. He was an ordinary-sized guy, fast, shifty and deadly accurate, with a flaming fighting spirit.

I remember the night scene at Union Station when the Aztecs came home from K. C. with the title.

Milky Phelps was hoisted to the shoulders of the crowd. Holding the beautiful tournament trophy, he was illumined for an instant by the flash of a news camera.

That's the way I remember him—in his brief moment of triumph.

He was killed in World War II.

* * *

Last week I made brief mention of a book, "The Day Lincoln Was Shot," by Jim Bishop.

Now I'm urging you to read it, if you haven't already done so . . . Bishop did a magnificent job of research, covering more than 20 years, before he sat down to write his book. He really makes you see Lincoln as he was on that fatal day; and the actor-assassin, John Wilkes Booth, is presented without distortion.

Bishop has separated fact from fiction—this great tragedy certainly needs no embellishment.

* * *

George Meenes, Peninsula News circulation manager, tells me that this newspaper now reaches more than 13,000 families in our concentrated area.

Here's a thought for Peninsula merchants: "When business is good it pays to advertise; when business is bad you've got to advertise."

End of commercial.

Easter Seals Help Crippled Children

"Make as large a contribution as you can, but, in any event, don't return your Easter Seals."

That is the plea of the San Diego Society for Crippled Children, sponsor of the 1956 Easter Seal drive now in progress in the Point Loma-Ocean Beach area and throughout the county.

Society officials ask that local residents "please get the Easter Seal habit by automatically including a colorful seal on every piece of correspondence throughout the year, thus spreading the word that crippled children need our help."

No bills or follow-up cards will be sent if you do not return your seals.

"Keeping and using Easter Seals help scores of crippled children," they say. "On the other hand, returning the seals will help no one."

Easter Seals and letters outlining the need for funds were mailed to 200,000 homes in this county last week.

PLHS To Present Easter Concert

Point Loma High School will present its annual Easter Concert Thursday, March 22 at 8:15 p.m. in the auditorium ,according to Robert E. Heninger, director of choral music.

"The Choir will sing the Easter portion of 'The Messiah,' by Handel," he said.

The concert is open to the public without charge.

O. B. Kiwani-Annes

Mrs. Mary Noel will speak and show pictures of her tour of the British Isles and the Scandinavian countries, at a meeting of Ocean Beach Kiwani-Annes Tuesday, March 20 at 6:30 p.m. in the O. B. Woman's Clubhouse.

Peninsula News

The Only Newspaper 100 Percent Interested in San Diego's Peninsula Area. Serving 60,000 Population in Ocean Beach-Point Loma-Loma Portal-Midway.

No. 20—Thirty-sixth Year. Ocean Beach, San Diego 7, Calif. Thursday, March 15, 1956 Phones: AC 3-3156 - AC 3-3157 Ten Cents a Copy EIGHT PAGES

READ BY MORE THAN

13,000

LOCAL FAMILIES EVERY WEEK

By Carrier--4 weeks 25c

By Mail - - - 1 year 5.50

Traffic Safety Drive Started By Civic Group

"Is the safety of your child worth a three-cent stamp?"

The Ocean Beach Civic Committee, headed by Mrs. Dorothy Holbrook, chairman, is asking all residents and parents of the Dana Junior High and O. B. Elementary School area to cooperate in a traffic safety campaign.

"Traffic lights are needed at Newport Ave. and Sunset Cliffs Blvd., and at Chatsworth Blvd. and Narragansett St.," she said.

Some 500 copies of a letter to Councilman D. D. Williams, in addressed envelopes, will be distributed Saturday to residents of the Dana and O. B. School area, and copies also will be available at the Community Center, according to Mrs. Holbrook.

Residents are asked to sign a letter, put a stamp on the envelope, and "mail it to your councilman, D. D. Williams."

Slogan Contest

Mrs. George Bricker, of 1467 Froude St., is the first winner in the weekly Peninsula News Booster Slogan Contest. Turn to Page 7 of this issue for the winning slogan and full details of the contest—you'll want to participate.

Daz-O-Fun Theme To Be Spanish

In accordance with public opinion expressed in the Peninsula area, the theme of the 1956 Daz-O-Fun in Ocean Beach will be Spanish, it was announced this week by Jim Noel, chairman.

The Daz-O-Fun dates are Aug. 17, 18 and 19—during San Diego's Fiesta del Pacifico, whose theme, of course, is Spanish.

Ruth Faber will be chairman of the parade, assisted by John Pierce.

Noel asked local merchants to cooperate by including Spanish costumes and accessories in their merchandising plans.

Portable 'Rooms' Planned At Dana

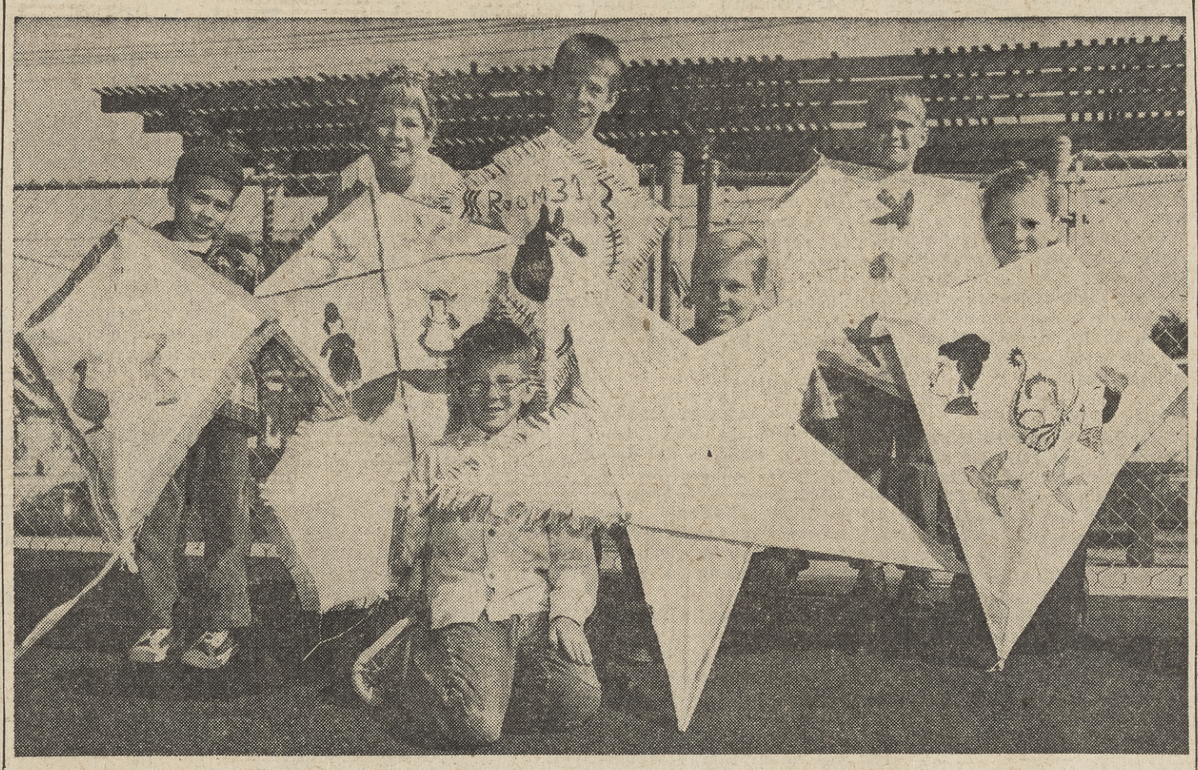
Dana Junior High School, already second largest among the city's 10 junior highs, is scheduled to receive five new portable classrooms by next September to house even greater enrollments, the Board of Education reported this week.

Dana's present enrollment is 1688, second only to Wilson's 1877.

Meanwhile, the Board also has taken steps to relieve overcrowding at Dana by requesting authority from the city to purchase 19.3 acres in Collier Park on which to build a second junior high to serve the Peninsula-Old Town area. The sale of park land would have to be approved by vote of the people, and the City has been asked to put such a measure on the June ballot.

Rummage Sale Set

With a wide assortment of rummage, including "some valuable collector's items," the Point Loma Democratic Club will hold a rummage sale Monday and Tuesday, March 19-20, from 9 a.m. to to 5 p.m., at American Legion Hall, 2691 B St. Funds raised will be used to support Democratic candidates.



KITE KIDS—Here are some of the boys and girls who will march down Newport Ave. Friday afternoon and then fly their kites from the beach. They are pictured at O. B. Community Center. Kneeling in front, left to right, are Philip Morris, Tim Braas and Linda Sundberg. Standing (rear) are Jim Lucas, Gale De Vore, Jeff Rees and David Dart.—Les Hamm photo.

O. B. Kids To Fly Kites At Local Beach Friday

Hundreds of kids are expected to fly kites from the beach here tomorrow afternoon following the annual parade down Newport Ave.

Several thousand spectators are due to line the parade route and watch the massed flight at the beach.

The Kite Festival is sponsored by Ocean Beach Kiwanis Club and the Park and Recreation Department, in cooperation with O. B. Elementary School. Cliff Peet, chairman of the Kiwanis Boys' and Girls' Committee, and Ray Perine, Scout chairman, have been working on it for several weeks.

The parade is scheduled to start from Ocean Beach School at 3:30 p.m. tomorrow, proceeding down Newport to the beach.

"There probably will be as many girls as boys in the parade," said Jack Dawson, recreation leader at O. B. Community Center. (Many 1st and 2nd graders are expected to participate, in addition to those in grades 3-6.)

Children from other schools are welcome in the parade. The Dana Junior High School band is scheduled to march.

Dawson reported that about 50 kids were lined up at the Community Center Tuesday afternoon, waiting for help in making their kites.

Today (Thursday) at 3:30 p.m., a contest was scheduled at the Community Center for the best-decorated kites, with prizes being awarded.

LETTER TO THE EDITOR

The City Water Director, speaking before Ocean Beach Kiwanis, said we would have to consider sewage water reclamation some day, but present reclamation costs, $60 to $65 per acre foot, compared to approximately $52 for Colorado river water, made it prohibitive. Also with salt intrusion from water softeners it was extremely doubtful we could reclaim our sewage water.

The above statements are not exactly in accord with the facts for the following reasons:

1. The cost of reclaiming sewage water, including distributing, interest and principal on Bonds, ranges from $9 to $20 per acre foot and NOT $65.

2. The cost data are based on careful estimates of the cost of constructing and operating reclamation plants and distributing the reclaimed water.

3. Water softener authorities say no salinity survey has been made and they consider such a claim, for obvious reasons, as fantasy.

4. Imperial Valley farmers are irrigating wtih water containing over a ton of salt an acre foot compared with normal water 1/10 this concentration.

5. We are paying approximately $111 per acre foot and not $32 to $52.

6. Leading water men say reclaimed water can be provided at nominal or very low cost to supply industry, parks, golf courses, etc., thereby conserving more expensive potable water for higher use.

7. In view of confused statements the taxpayers are entitled to the findings of impartial engineers before they give carte blanche authority for a new sewerage system that does not reclaim water.

8. The State Water Pollution Control Board gives innumerable examples on utilization of waste water and urges Southern California communities to save and use these millions of gallons that are wasted daily.

THOMAS D. DRAKE

'World Tensions' To Be Theme At Annual Institute

"Lessening World Tensions" will be the theme of the 7th annual Institute of International Relations, to be held Friday and Saturday, March 16-17, in the House of Hospitality, Balboa Park.

That announcement was made yesterday by Mr. and Mrs. F. Wright McConnell, Peninsula residents, who are members of the executive committee.

The theme will be developed in relation to Europe, Asia and the U. S., by a distinguished faculty consisting of Sir Senerat Gunewardene, Ceylon's ambassador to the U. S.; Covey T. Oliver, law professor at the U. of C., Berkeley, and former division chief of the U. S. State Department, and Louis W. Schneider, secretary of the foreign service section of the American Friends Service Committee (Quakers).

A local panel, including Sidney Warren, Cal Western University professor, will speak on reducing tensions here at home.

There will be discussion periods both Saturday morning and afternoon, with leaders drawn from the State College faculty.

Reservations for the Saturday luncheon at the Cafe Del Rey Moro and for the Institute sessions should be made through the registrar, Jean Tozer, of 1074 Merritt Dr., El Cajon, phone HI-4-4562.

Yellowtail Search Continues; Bottom Fishing Still Good

Sportfishing boats from the combined H. & M .and Point Loma Association landing, foot of Fenelon St., continued experimental trips to turn up yellowtail and other surface game fish at the Coronado Islands and the Rock Pile this week, but the hoped for big break still appears just around the corner.

Schools of breezing mackerel and bonito outside the Islands, big schools of free bait everywhere, lots of working birds, and other signs pointed to the big blow-off at an early date. Still, water temperature this last week was two degrees below best yellowtail water, but continued sunshine should correct the situation in a matter of hours.

Veteran fishermen were looking for the yellows to turn up at any time, and were not too discouraged by early failures, inasmuch as it still is considered very early. Although the first yellows were taken on March 8 last year, it was not until the last week of March that the run began in earnest. Therefore, the kickoff of the 10th annual $25,000 Yellowtail Derby on March 31 may prove to be timed just about right.

In the meantime, sportfishing boats still engaged in bottom fishing are doing exceptionally well on red cod, groupers, ling, and cow cod. Islands boats turned up good catches of calicos, including some big bull bass, as well as scatter catches of mackerel and a few bonito and the usual bottom fish.

HOLDING FINAL REHEARSALS FOR PLAY AT CAL WESTERN

Rehearsals for "Lady Precious Stream" are in their final week.

The play will be presented by California Western University and Community Players under the direction of Carl Glick.

Written by S. I. Hsiung, it is an exotic play which tells the romantic success story of a young Chinese maiden of noble birth who falls in love with a humble gardener. The play proves to be a delightful assembly of Oriental politeness, wisdom, and playful satire.

Additions to the cast include: Honorable Reader, Marilyn Quon; Attendant, Jeanne Durham; Silver Stream, Jean Naylor; General Mu, Robert Wehrman; Executioner, Oscar Knauer, Jr.

The costume committee working every afternoon includes Mrs. Gladys Duxstad, Mrs. Raymond Sparks and Mrs. Francis Witkowski. The hostess committee in charge of serving refreshments between the acts has as co-chairmen Mrs. Arthur Anderson and Mrs. George Heylman.

"Lady Precious Stream" will be presented March 20, 21, 22, 23 and 24 at 8:15 p.m., in the Little Theatre in Salomon Hall. Tickets are $1 and reservations can be made by mail order to California Western University and Community Players, or by phone to AC-2-1106 or AC-2-6807.

Lomanettes Hold Coronation Ball

Point Loma High School Lomanettes held their 10th annual Coronation Ball, with traditional "Spring Fever" theme, last Friday night in the girls gym.

New officers were installed, as follows:

Helen Wilson, colonel; Margie Webster, major; Donna Naylor, captain of majorettes; Carol Taylor, captain of pom-pom corps; Bonnie Carlyle, captain of drum corps; Virginia Curl, captain of drill team, and Mary Ann Bates, executive officer.

Music was provided by the "Gay Nighters."

O. B .Pony League

An Ocean Beach Pony League meeting will be held Friday, March 16 at 8 p.m. in the O. B. Community Center. All league parents and players are welcome.

'Heart' Collection Totals $123 Here

Ocean Beach Moose Lodge supported the 1956 Heart Fund by distributing and collecting the plastic heart containers which were displayed by merchants in the Peninsula area.

Reg Mattson, chairman, reported that $123.76 was collected and turned over to the S. D. County Heart Association. He extended "sincere thanks" to the merchants and to all those who gave to the Heart Fund.

MICHAEL MACONNELL VISITS PARENTS HERE

A3/c Michael Maconnell has spent the past week visiting his parents, Ted and Evelyn Maconnell, and his brother, Terry.

He finished basic training at Parks Air Force Base Feb. 1, and after a visit with friends in Tacoma, Wash., returned home. He plans to leave Saturday for Forbes AFB in Topeka, Kansas, where he will be on duty as a photographer.



FLOWER GIRL—America's greatest spring floral presentation will be held at the California International Flower Show, Hollywood Park, Inglewood, March 17-25. Mary Costa will preside over the Chrysler Corporation feature garden, one of hundreds of thrilling displays at the annual 9-day flower and garden spectacle.

Peninsula News Circulation Exceeds 13,000

Circulation of the Peninsula News is now in excess of 13,000, it was announced today by Clyde Wood, general manager.

"Last September," he said, "the Peninsula News employed George Meenes, veteran newspaperman with 22 years experience in the circulation field, as circulation manager. Since then our circulation has shown a steady increase and the Peninsula News is now reaching more than 13,000 homes in this area."

"With the rapidly increasing population in the Peninsula area, every indication points to a continued circulation growth in the future."

Wood said the present "saturation coverage" represents a circulation increase of more than 9,000 since the present management purchased the Peninsula News in 1950.

Republican Women To Meet Wednesday

Ocean Beach Women's Republican Club is looking forward to a large attendance at its next meeting Wednesday, March 21 at 1:30 p.m. in the O. B. Women's Clubhouse, corner of Muir and Bacon.

More than 300 invitations have been sent to women in this area.

Dr. Frank Lowe will be guest speaker. Refreshments will be served; hostesses assisting include Mrs. Ben Abbott, Mrs. Marjorie Steverding and Mrs. Harry Lokan.

O. B. Colt League

Ocean Beach Colt League parents will meet Friday, March 16 at 8 p.m. in the O. B. Community Center, according to Ralph Smallwood, president.

Saturday, March 17, is the final day for boys 15-17 to register at the Community Center for Colt League baseball during the coming season.

J. D. Brendel, of 3170 Reynard Way, was the lucky winner of the drawing for a TV set, offered by the Colt and Pony Leagues, according to Mrs. E. W. Downey, chairman.

"We'd like to thank all those who donated to the cause," she said.

O. B. Softball

The Ocean Beach Merchants softball team is being organized for the coming season, it was announced this week by J. Foley.

"It is our intention," he said, "to solicit community-minded business men in Ocean Beach for sponsorship. All interested should contact me at 4535 Granger Ave., or call me at Bank of America, Five Points branch, CY-8-6131."

The O. B. Merchants finished first in the league last year but lost in the playoff, Foley said.

Local Church Aids Disaster Victims

A special offering for disaster and famine relief was taken at the Seventy-day Adventist church last Saturday, according to R. E. Delafield, pastor.

This is the first nationwide offering for this purpose to be taken in Adventist churches in six years, the pastor stated. It will restore denominational funds set aside for this purpose which have shrunk rapidly in the past two years. Heavy demands arising from natural disasters here in North America, as well as overseas, have drained the budget. In spite of the availability of surplus foodstuffs from the government for overseas relief, more than $250,000 has been spent by the church in distribution of such aid as well as in providing other emergency relief.

A large truck from the huge denominational West Coast storage warehouse at Watsonville is picking up many additional boxes of supplies which have been gathered by the Adventist churches in the immediate area, said Mrs. Florence Oster, welfare leader.

Parade Of Wheels Set For March 31

San Diego County's largest Easter party for children, the annual Easter Parade of Wheels in the Balboa Park Organ Pavilion will be held on Saturday, March 31 at 12:30 p.m. honoring the annual Easter Seal Campaign.

Youngsters under 12 are expected out in force both to compete for best decorated vehicle honors and to watch a free show put on by the Junior Civic Ballet. Sponsors are the San Diego Junior Chamber of Commerce and the City Park and Recreation Department.

Entries are due at the Recreation offices in Balboa Park by March 28 for the parade of wheels event. Prizes will be awarded by the Junior Chamber for best decorated tricycle, wagon or automobile, scooter, bicycle, baby buggy, and wheel chair. Free Easter eggs will also be given out.

Theme of the Easter Parade of Wheels this year is "Wishing Well—Peter Cottontail Wishes You Well." The wishing well symbolizes the Easter Seal Campaign for crippled children. A large group from the San Diego Society for Crippled Children's hospital is expected to watch proceedings.

LOMAN SINGERS TO PERFORM IN SPRING CHORAL FESTIVAL

Instrumentalists had the spotlight last week, but attention will shift this week to vocal groups from San Diego city and county schools for the annual spring choral festival scheduled Friday and Saturday (March 16-17) at Hoover High School.

Thirty-five glee clubs, choruses and choirs and 23 small vocal ensmbles will perform for adjudication in the annual event.

Last week-end Mission Bay High was host to the annual San Diego City-County School Instrumental Music Festival.

Small vocal ensembles, including the Pt. Loma High Madrigal Singers and the Loman Four, will perform at 1 p.m. Friday at Hoover, and will be followed at 2:30 p.m. by 12 boys' and girls' glee clubs and mixed choruses, including the Pt. Loma High Boys' Chorus and Girls' Chorus. Eleven a cappela choirs from the major high schools of the area will perform Friday evening beginning at 7:30.

The schedule for Saturday calls for seven elementary school choruses to be heard beginning at 10 a.m., with 10 junior high choral groups following at 1 in the afternoon. All festival events are open to the public without charge.

No contests are involved in the festival, but an adjudication of each group performing will be written by a panel of outstanding West Coast choralists.

'SNOW WHITE & SEVEN DWARFS' TO BE STAGED BY JR. THEATRE

Rehearsals are in full swing for "Snow White and the Seven Dwarfs," the final production of a very successful season by the San Diego Junior Theatre.

This promises to be their "star" production. The large cast of 32 is headed by Vick Gleissner and Deanne Wagner, who will alternate in the title role of Snow White. Several other roles will be played by alternates in order to provide opportunity to as many as possible of the large group now composing this popular theatre movement.

Point Loma Council, Knights of Columbus again will sponsor the show in conjunction with the City Park and Recreation Department. As in previous productions all performances will be staged at the Roosevelt Auditorium, Upas near Park Blvd. There will be four matinee performances at 2:30 p.m. on successive Saturdays and Sundays, April 14-15 and April 21-22, and an evening performance at 8:30 p.m. on Friday, April 20.

Point Loma Council is urging the public to back this talented group by their attendance at the shows, "The Theatre movement is providing a powerful antidote to the many prevalent stories of juvenile delinquency," it was said. "The youth are not only kept off the streets, but are given valuable instruction in all phaes of the theatre—acting, stage setting, scenery design and costume making. The group designs and makes all their own costumes and scenery in these productions.

As this internationally known play promises to draw capacity houses, the public is urged to make ticket reservations early. Call the Theatre office, BE-4-1447 or George A. Tasch, Council Theatre chairman, AC-2-7777.



BIRTHDAY FAIR—These local Camp Fire Girls give a preview of their display for the 46th anniversary celebration of their organization, to be held Sunday, March 18, at 2 p.m. in the Conference Bldg., Balboa Park. Left to right are Sherry Ann King, Linda Luallin and Carol Bright, members of the Twanka group. Mothers and dads are invited to attend the Fair with their daughters.—Les Hamm photo.



AD LIBS

By ADALINE DUDLEY

AC-2-5709

CHAMP CALF RAISER

Ronnie Nichols, 18, freshman at Cal Western University, has just been named 1956 Grand Champion Scramble Calf at the Arizona National Livestock Show in Phoenix. He was one of 20 boys chosen from the state to receive a calf to raise.

When the show opened, his 1210-pound Hereford steer brought 75 cents a pound at the fat steer auction or $907.50 in cold cash. It also netted: a banner, two trophies and $100 in cash prizes.

Ronnie is a member of FFA (Future Farmers of America) and hails from Gilbert, Arizona. He's taking a pre-ministerial course at the university. His prize money is helping pay his way.

In addition to his skill at animal husbandry, Ronnie can sew a fine seam. He makes Western shirts in his spare time. He'll make a shirt for $5.00 or, if you furnish the material, he'll do the job for $2.50. That boy will get along.

SHORT STORY

She was in a big hurry when she cashed her allotment check for $130 at Raul's Market. Her family had planned a picnic and had picked her up from work. When she changed her clothes in te rest room of Bob Hardin's service station, she left her billfold.

Hours later the picnicker returned to the station. Hardin, who had found the money when he checked the room, smiled as he handed it to her.

"Thank you," she said, and walked away.

HEARD AND LIKED

Rosa Marinoni, the old French professor's wife, used to say: "Life is like a pencil sharpener; it sharpens as it consumes."

LOCAL ANGLE

Point Loma women will hold six out of the nine elective offices for the Pan American League of San Diego. Mrs. Fred W. Beyer, 4572 Tivoli, will be president for a second term.

Other Peninsula area residents who will hold office include Mrs. Albert Tramonti, 956 Cordova, first vice president and program chairman; Mrs. Clifford Lorenz, 3655 Warner, recording secretary; Mrs. J. W. Grosdidier, 3319 Hill, corresponding secretary; Mrs. Ben Huntington, 2425 Evergreen, treasurer; Mrs. Elmer D. Warnes, 1222 Trieste Drive, auditor.

The purpose of the Pan American League is to promote good will among the Pan American nations and to establish inter-American scholarships. Local membership is 320.

FOR OUR MONEY

Dr. Albert Anderson literally "brought down the house" Friday evening when he did pantomimes to recording at the annual Loma Portal PTA Show at the Thursday Clubhouse. He isn't a member of the local PTA but has prospects. He's building a home next month in Fleetridge.

Dr. Bill Sikes, 3320 Xenophon, who accompanied Dr. Anderson in a pantomime duet was also "in the groove." Dr. Gerald Lutes, the third dentist in the show, added to the hilarity as a member of the Mousequeteers Quartet. The entire show was outstanding. Mrs. Jack Knight directed.

Community Church Women's Guild To Honor 18 Past Presidents Wed.

Eighteen past president of the Point Loma Community Church Women's Guild will be honored at the 18th anniversary luncheon meeting on Wednesday, March 21, at 12 noon in the social hall of the church. Mrs. E. A. Field's Group 2 will be hostesses for the luncheon at which colorful flowers and candles will carry ou the Birthday theme.

Past presidents who will light candles on the birthday cake will be: Mmes. A. J. Sutherland, Ross Thiele, E. H. Depew, W. E. Pugh, R. Victor Venberg, Harlan Fowler, Ralph Russell, J. A. Finster, Shelby Wiggins, Tom J. Allen, Gerald Arnold, Frank Page, S. Dean McBride, Earl Prudden, William Sample, Hugh Morick, Thomas West, and Joseph B. Smith.

Mrs. Marion D. Redding will preside at the business meeting, following which Mildred Lamb will present a musical program. A preview showing of articles to be sold at the May 12th "Patio Parade" will also be an interesting feature of this meeting at which tickets for the tour will be available.

Talent Show Fri. At O. B. Baptist

"Friday Nite Spectacular," a talent show, will be presented Friday, March 16, at 7:30 p.m., in the auditorium of Ocean Beach Baptist Educational Building.

Mrs. Lois Lubo will be in charge of the program. The public is invited. Child care will be available.

There is no closed season in California on largemouth and smallmouth bass, reports the National Automobile Club. The bag limit is five fish of both species combined.

TRY IT—YOU WILL LIKE IT
MADELINE'S DINING ROOM
AT THE MARLIN INN

Ocean Beach First Baptist Church
SUNSET CLIFFS & SANTA MONICA AVE.
GUEST SPEAKER—MINISTER
9:30 a. m. — Bible School.
9:30 and 11 a. m. — Morning Worship.
6:30 p. m. — Training Union.
6:30 p. m. — Evening Worship.
Prayer and Bible Study Wednesday, 7:30 p. m.

Late-Blooming Camellias Greet Spring

To California gardeners the long blooming habit is one of the appealing features of the ornamental Camellia. Brightening the drab days of late fall and winter, the Camellia remains to greet the spring.

The blooming period of the Camellia differs with each variety, reminds the California Association of Nurserymen. In planting this lovely, flowering shrub, choose varieties that have a late blooming season as well as those which bloom from early to mid-season and that way enjoy many months of continuous beauty.

One of the more popular late-blooming Camellias is the white Purity, which bears large, symmetrical, double flowers often six inches in diameter. Also blooming in the late season, the Elena Nobile has flame red flowers with a few stamens in the center. This Camellia is free flowering and of exceptional merit.

Often called the finest of all reds, Colonel Firey bears late in the season with crimson or cherry-red, broad, formal, double blooms.

A rather new and beautiful Camellia, the Eleanor Hagood, has clear, high centered soft pink flowers with petals diminishing in size from large on the outside to small in the center.

VISITOR HONORED HERE AT LUNCHEON, BRIDGE

Mrs. R. W. Hurt, Sr. entertained with a luncheon and bridge party Saturday in honor of Mrs. W. W. Frye, of Olathe, Kansas. Mrs. Frye is the houseguest of Mrs. Emma Lou McCreary, 2310½ Chatsworth Blvd.

Bardarke To Speak

Point Loma Extension of the Jewish Community Center is sponsoring a social-cultural evening to be held Saturday, March 17 at the home of Mrs. Elizabeth Wise, 3635 Elliott St.

Dr. Theodore Bardarke, formerly of C. C. N. Y., and Hunter College, now teaching a UCLA extension class in Contemporary American Drama, will be the guest speaker.

A classified ad brings results when other means fail.



HUB MISHLER
Office AC-3-8123 Home
2090 Sunset Cliffs Blvd.

BOYS & GIRLS SWIM SUITS
99c up
MARY MONROE
Children's Wear
4996 NEWPORT AVE.
Ocean Beach
Across from Kraft's

TRUST DEEDS PURCHASED
ANY TYPE ANY AMOUNT
PIONEER MORTGAGE SALES COMPANY
5600 EL CAJON BLVD
HU 2-2655 EVES CY 8-3103

Voltaire Beauty Salon



... is happy to announce the association of Leah Rogers Nelson, former Miss Ocean Beach, and winner of many beauty contests. Come in and let her make you beautiful too.

LEAH ROGERS NELSON

OPEN EVENINGS by APPOINTMENT

VOLTAIRE BEAUTY SALON
3655 VOLTAIRE ST. AC-2-2992
POINT LOMA CENTER STORES

Women Of Moose Set Irish Dinner

WOMEN OF MOOSE

Ocean Beach Women of the Mooose, Chapter 1095 will serve an Irish dinner Saturday, Mar. 17 at 6:45 p.m. in the Lodge Hall, 5019 Newport Ave.

The Chapter's Hospital Committee, with Della Nickolich as chairman, will be in charge. There will be a donation of $1 for adults and 35c for children under 12. Following dinner there will be dancing to "Billy" Carmen's Aristocrats.

Members are invited to bring their guests to celebrate St. Patrick's Day.

Classified ads—they satisfy.

Spring Rush Party Held By Sorority

Gamma Sigma Chapter of Beta Sigma Phi held its spring rush party March 14 at the home of Mrs. Howard Reagan, 1030 Calaveras Drive.

Twenty rushees were invited from the Point Loma-Ocean Beach area: Mmes. Len Ericson, Lowell Parkhurst, Merle Ploman, Guy Neagle, Robert Strait, Larry Steele, Lewis Kidd, Maurice Fowler, George Tompkins, Sevrin Firestone, Steven King, Jim Rangel, Joe Garcau, Albert Getz, Bud Lambert, Bob Foster, Jack Pinnell.

Decorations were in blue and silver, featuring the Beta Sigma Phi Greek letters. The rushees were presented with nylon aprons in black and yellow, the sorority colors.

Mrs. Martin Martinez, Social Chairman was in charge of the event. She was assisted by Mrs. Richard Binns and Mrs. Pat Morrissey.

A classified ad has that somewhich no other ad has—Personal Appeal—Try oee.

Ocean Beach PTA Elects Officers

Members of the Ocean Beach PTA elected the following new officers at their Tuesday unit meeting in the school auditorium.

President, Mrs. Earl Tonkins; 1st vice pres., Mrs. James W. Isom; 2nd vice pres., Mrs. M. F. Stough; 3rd vice pres., Mrs. C. A. Johnston; secretary, Mrs. Robert Wood; treasurer, Mrs. G. E. Faber; auditor, Mrs. R. W. Tillinghast; historian, Mrs. M. Ahlquist.

An enjoyable program was presented by the 6th Grade children who attended the five-day camping trip in the Cuyamaca mountains last week. They told of their experiences, the crafts they had learned and explained the lessons in soil conservation that were learned from Cuyamaca camp counselors.

On the program also was the summarized history of the O. B. PTA for 1955-56, presented by Mrs. Charles L. Smith, historian.

The annual Room Mothers luncheon held March 7 at the Community Center was very successful. Guests of honor were Miss Vesta Petersen, principal; Mrs. Tonkins and Mrs. Wm. R. Wright, hospitality chairman. Room representatives, Mrs. Isom and Mrs. George Shooter were chairmen.

A classified ad brings results when other means fail.

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— at the —
ASSEMBLY OF GOD
OCEAN BEACH
CORNER EBERS and CAPE MAY
THURS., FRI., SUN., MAR. 15, 16, 18
AT 7:30 P. M.
REV. HILTON PARK, Minister


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typical low rates from Ocean Beach
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ALAN LADD – JOANNE DRU
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This TV Set

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To The Person Who Has The Winning Registration

EVERYBODY WINS! FREE FREE FREE

Come to our giant Hoffman jamboree! Prizes for the youngsters, prizes for grownups, too—and fun for the whole family! Don't miss it. Come early and stay late. It's all free, free, free!

FRI. & SAT. MAR. 16 & 17

9 a. m. to 9 p. m.

DO YOU HAVE A LUCKY KEY

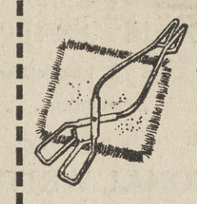
If you haven't received your key in the mail, we've a supply here. Your key might open the Treasure Chest for a valuable prize.

FREE EKCO-FLINT



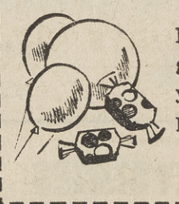
steak knives, Flint chef sets, kitchen tools, food mixers if your key opens the Treasure Chest

FREE SERVING TONGS



for everyone (one to a family). All-steel—perfect for kitchen, baby's bottles, and dozens of other uses.

FREE FOR THE KIDS

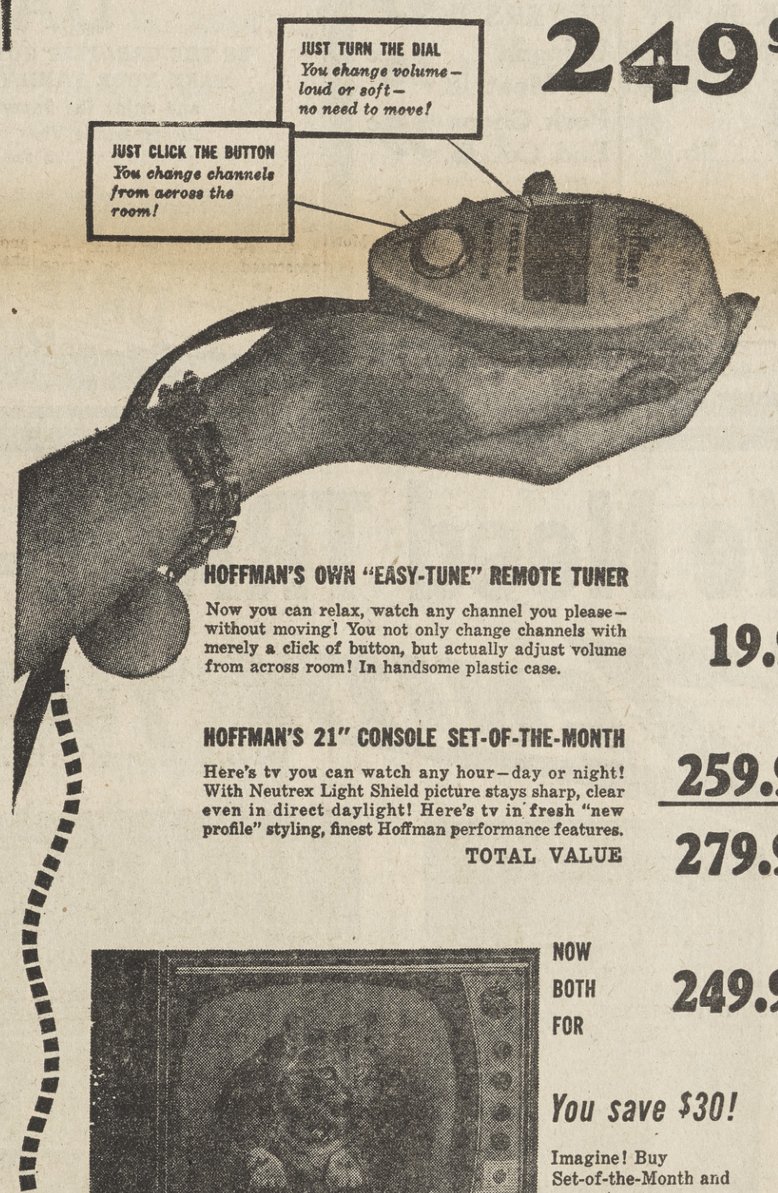


Balloons, bubble gum for every youngster accompanied by an adult.

FREE PRIZES FOR EVERYBODY

Everyone wins a prize, and your key might open the Treasure Chest for a major prize worth many dollars.

SAVE $30-LIMITED TIME! SET-OF-THE-MONTH PLUS EASY-TUNE REMOTE, NOW 249.90



HOFFMAN'S OWN "EASY-TUNE" REMOTE TUNER

Now you can relax, watch any channel you please—without moving! You not only change channels with merely a click of button, but actually adjust volume from across room! In handsome plastic case. **19.95**

HOFFMAN'S 21" CONSOLE SET-OF-THE-MONTH

Here's tv you can watch any hour—day or night! With Neutrex Light Shield picture stays sharp, clear even in direct daylight! Here's tv in fresh "new profile" styling, finest Hoffman performance features. **259.95**

TOTAL VALUE **279.90**



THE CORONADO—Exclusive New Black lens, Super 21" aluminized picture—"New Profile" styling. Mahogany finish. Model M3001.

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- *luxurious "Easy-tune" remote tuner*
- *fine Mark 10 chassis*
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- *Super 21" aluminized picture*
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Services Held Mon. For Mrs. Sufficool

Rites for Mrs. Anna K. Sufficool, 85, of 4445 Brighton Ave., were held in Greenwood Mortuary at 1:30 p.m. Monday, with burial in Greenwood Cemetery.

Mrs. Sufficool, who had been a resident here for 25 years, died last Thursday. Survivors are a son and three daughters, including Mrs. Villa Hendricks, of San Diego.

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- PILLOWS
- COMFORTS
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Women's Guild Names Officers

Officers and committee chairmen of the Women's Guild of the Point Loma Community Church for 1956 have been announced by Mrs. Marion D. Redding, new president.

Mrs. John C. Holman, Jr., is vice-president; Mrs. Grant Burrows, recording secretary; Mrs. B. R. Hatcher, corresponding secretary; Mrs. Lauran Clapp, treasurer; Mrs. Joseph B. Smith, ex-officio.

Service chairmen are: Mmes. James Noel, J. Haddon Peck, John C. Lamott, S. A. Powell, Lewis Putney, Oscar De Beck, Keith Lister, Elizabeth K. Muirheid, August Awes, and Leon E. Raines.

Group leaders are: Mmes. Tom J. Allen, E. A. Field, Benjamin Woodward, Frank de Arman, Leonard Allen, William Wagner, R. E. Hall, J. Lyle Brinkerhoff, Donald Hacker, and Dorothy Holley.

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Beauty Operator
5 DAY WEEK
Guarantee and Commission. Paid Vacation and Holidays. Modern Equipment.
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Beauty Shop
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FANCY FARE



The longest way 'round is often the shortest way home, as the old saying goes; and here's a fancy sandwich loaf you can put together in a jiffy. Take a loaf of unsliced enriched yeast-raised bread, cut it the long way in just four layers — fill it with three tasty fillings — then frost it with fluffy cream cheese. You can do all the work the day before and keep the loaf chilled until the moment of serving. Each slice of the finished product makes a pretty rainbow sandwich.

PARTY SANDWICH LOAF

1 cup grated Cheddar cheese
2 tablespoons chopped pimiento
Salad dressing
Salt and pepper
1½-pound can salmon
½ stalk celery, chopped fine
½ teaspoon paprika
¾ cup blue cheese, or other cheese
Green food coloring
Clam juice or milk
½ pound cream cheese
1 loaf unsliced enriched y... ...ised bread
Radishes

Mash together Cheddar cheese and pimiento. Moisten with salad dressing and season to taste with salt and pepper. Set aside. Flake salmon, add chopped celery and moisten with salad dressing. Stir in paprika. Set aside. Tint blue cheese with green coloring; and then moisten with salad dressing and mix until smooth. Set aside. Add enough clam juice or milk to cream cheese to soften it to spreading consistency. Set aside. Remove all crusts from loaf of bread. Cut in four lengthwise slices. Spread one slice with cheese and pimiento mixture. Cover with second slice. Spread with flaked salmon, cover with third slice. Spread with blue or other cheese, top with remaining slice. Cover top and sides of loaf with softened cream cheese. Chill overnight in covered box in refrigerator. Garnish top with sliced radishes.

Meeting Tonight For Rental Owners

Thursday evening, March 15, the Apartment House and Rental Owners' Association will hear Charles Ray Considine, prominent San Diego tax expert and accountant. Considine will speak on the topic, "Tax Problems Involved in Sales and Exchanges of Rental Property."

Members of the Association and their guests are urged to attend this meeting in the upstairs auditorium of the Chamber of Commerce Building at 499 West Broadway, Thursday, March 15, at 8 p.m.

AAUW Planning Fashion Show

Peninsula members of San Diego's American Association of University Women are all a-twitter about a paper doll.

The cut-out in questipn is really a cut-up: "Paper Doll a la Mode," AAUW's fashion show and buffet, scheduled for 6:30 p.m. Friday, April 20 in the Balboa Park Club.

Reportedly the most fabulous event ever staged by AAUW, the affair will benefit that organization's National Fellowship and Grantee Fund. Besides featuring food and fashions, "Paper Doll a la Mode" will offer five unusual door prizes. Miss Toni Tacoma of "Fashionality" is acting as fashion coordinator for Walker-Scott in presenting the show.

BRIDGE SCORES

Ocean Beach Community Center scores for March 7 were as follows: North-South, High Over All—Emma Hegerle, Ivy Gerber; 2nd, Grace Dye, Al Nipple; 3rd, Louise Munsell, Eva Cooper. East-West—Carrie DeLane, Florence Jackson; 2nd, Mr. and Mrs. Roy Sites; 3rd, Philip Shunk, Joseph Bowden.

Whittier, located in Los Angeles County, is reported by the National Automobile Club to have been founded by the Quakers in 1887.

WHO'S NEW IN POINT LOMA

Mr. and Mrs. Edgar Finch, of 4649 Granger St., have bought a smaller home in the 3100 block of Meadowgrove. Mrs. Finch formerly was librarian in Ocean Beach.

Mr. and Mrs. Arthur Heilbron, of 1475 Clove St., have moved into their brand new home in the 3500 block of Hugo St. in Fleetridge. Their home has a magnificent view.

Mr. and Mrs. T. G. Pyke, of 2879 Ocean Front, bought a home in the 2300 block of Poinsettia St. They have a small son, Kent. Mr. Pyke is territorial manager of a local tire company.

Mr. and Mrs. Rex Taylor, from Glendale, are busy decorating the home they bought in the 3000 block of Freeman St. in Loma Portal. Their daughter, Mary Ann, attends State College. Mr. Taylor is president of a San Diego taxi company.

Major (USMC) and Mrs. B. E. Cook, from Santa Ana, are getting settled in the 3800 block of Udal St. They have two small daughters, Marcia and Debbie.

Mr. and Mrs. R. W. Casebolt have moved from Pacific Beach to their own home in the 3300 block of Wisteria Drive. They have a small daughter, Diane. Mr. Casebolt is an engineer for a local aircraft company.

Mr. and Mrs. Alfred M. Haffly, from Bonita, are at home now in the 3700 block of James St. They have a daughter, Patricia Ann, who attends business school here. Mr. Haffly is in the wholesale grocery business.

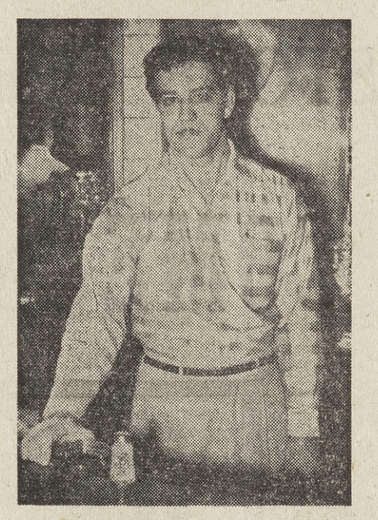
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Ballroom Dancing
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A division of one automobile company uses 131 acres of reproduction paper each year, according to the National Automobile Club, to duplicate engineering drawings for distribution throughout the company.

TRASH CANS
Steel, City ok....3.25
Fiber Drums 2.50
Del. $1.00 extra
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CERAMICS
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Pacific Shores
4927 NEWPORT AVE. OCEAN BEACH
The Peninsula Area's
FINEST
COCKTAIL LOUNGE



Come in and meet Oliver "OLE" Medina, owner of the Pacific Shores.

"OLE" says: "Our beautiful Cocktail Lounge is the perfect setting for friends to meet. You are invited to come in and enjoy the friendly atmosphere that always prevails. Our recently completed new BAR with 22 comfortable stools and 7 booths assures the utmost in comfort.

HORS D'OEUVRES SERVED 4 to 6 p.m.
OPEN 10 A. M. TO 2 A. M. DAILY

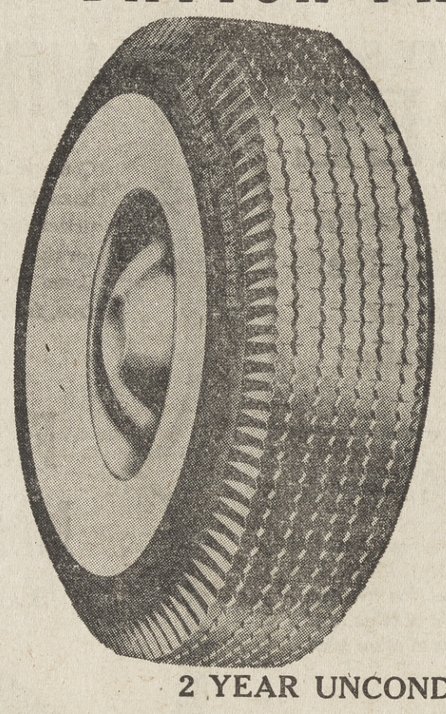
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MEATS
2196 Cable St. Ocean Beach
At Corner of Voltaire
SPECIALS FOR THURS., FRI., SAT, MAR. 15-16-17
Subject to Stock on Hand.

ROUND STEAK...lb. 49c
GROUND BEEF lb. 29c 4 lbs. $1
LAMB STEW.....lb. 9c
Armour's Banner BACON....lb. 33c
LAMB CHOPS....lb. 59c
Pan Ready FRYERS...lb. 45c
Bologna All Meat...lb. 36c
Pork Chops End Cut...lb. 39c
Fillet of BASS.....lb. 49c
Country Style Pork Sausage...lb. 29c
Open 7 a.m. to 10 p.m. every day of the year!



IT'S FUN
It's a Happy Family
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Once a Week!
"DAD"
BE THE GREATEST GUY IN THE WORLD
TAKE YOUR FAMILY OUT TO DINE
and enjoy the Superb Cuisine and
Incomparable View of Mission Bay
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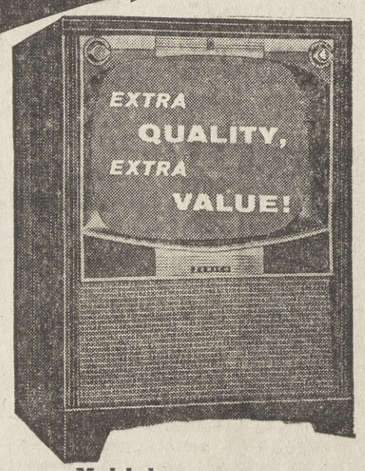
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Buy Now for Vacation Days Ahead
DAYTON PREMIUM THOROBRED
ALL RAYON
NOT SECONDS NOT REJECTS
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(Low Pressure)



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6.70x15	31.20	16.95	38.40	21.95
7.10x15	34.50	19.80	42.25	24.90
7.60x15	37.75	21.95	46.25	27.45
8.00x15	41.50	24.35	50.85	30.45
8.20x15	43.25	25.45	53.00	31.80
6.00x16	28.45	15.85	34.85	19.95

Plus excise tax; exchange recappable tires
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2 YEAR UNCONDITIONAL WRITTEN GUARANTEE
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DAYTON BATTERIES
FITS 90% OF ALL CARS
GROUPS 1, 2, 2H, 2E, 2L
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—18 MONTHS WRITTEN GUARANTEE—
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1955 BACON STREET OCEAN BEACH

We Need TRADE-INS!
'56 ZENITH 7 Extra Features!



1 NOW with Brilliant All New Styling!
2 NOW with CINEBEAM® Picture Tube!
3 NOW with CINE-LENS® Picture Glass!
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5 NOW with Genuine Zenith Top Tuning!
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UP TO $100 TRADE-IN
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SAFEWAY FOOD NEWS



All Safeway Stores Sell Only USDA CHOICE Beef



CHUCK ROAST USDA CHOICE Tender-Aged Beef — Includes 7-Bone and center cuts.....POUND **29c**

Spareribs Lightweight and tender 3-lbs. and under....lb. **35c**

Fryer Rabbits Plump, Tender....lb. **63c**

Captain's Choice Frozen Sea Food
Perch Fillet Captain's Choice Frozen Ocean Perch lb. pkg. **39c**
Whiting Captain's Choice Frozen Whole Fish.... 1½-lb. pkg. **39c**

Corned Beef USDA CHOICE Brisket lb. **43c**
Ground Beef Visking Sealed lb. **35c**
Short Ribs Tender Beef Ribs lb. **19c**
Beef Liver Nutritious and Economical..... lb. **39c**

Manor House Frozen Chicken Parts
Wings Manor House Grade A lb. pkg. **39c**
Breasts Manor House Grade A lb. pkg. **98c**

Grocery Values at Safeway Prices

Gerbers Baby Food Strained Baby Food.. 6 4½-oz. cans **49c**
Jello Gelatin Desserts Seven Flavors 3 pkgs. **23c**
Del Monte Peas Early Garden canned peas 303 can **19c**
Enriched Flour Kitchen Kraft 10 lb. bag 86c 25 lb. bag $2.14 5 lb. bag **45c**
Miracle Whip Salad Dressing qt. size 49c pint jar **29c**
Jack Cheese Bulk cuts, cello wrapped lb. **45c**
Frozen Pies County Fair, Fruit Berry and Cream 28-oz. pie **45c**

Dairy Products

Half and Half Milk Lucerne pt. **24c**
Concentrated Milk Lucerne qt. **51½c**
Sliced Cheese Kraft American, Swiss or Pimento..... 8-oz. pkg. **33c**

Canned Goods

Pork and Beans Campbell's 2 12-oz. cans 29c 28-oz. can **25c**
Beef Pot Pie Dinner Time 17-oz. can **69c**
Canned Macaroni Franco American 15½-oz. can **19c**
Noodles and Tuna Star Kist 15-oz. glass **28c**
Tamales Van Camp's No. 300 can **21c**

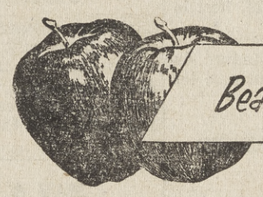
Lenten Meal Aids

Sliced Chicken Lynden 5½-oz. can **59c**
Boned Turkey Swanson 5-oz. can **35c**
Boned Chicken Swanson 5-oz. can **39c**
Chicken Fricassee Swanson 14-oz. can **43c**

Curtsy BAKERY SPECIALS

Chocolate Iced Silver Square 20-oz. Cake..... **49c**

Safeway Garden Fresh Produce



Beautiful eating Apples

Extra Fancy Washington State **Delicious APPLES** **2 lbs. 25c**

Fuerte **Avocados** Fancy Small size..... 2 for **25c**

Texas White **Grapefruit** Large Size Thin Skin lb. **5c**

Yellow **ONIONS** Medium Size Sweet, Mild..... 3 lbs. **10c**

Cole Slaw Fine for Easy Salads 12-oz. pkg. **10c**

Visit our Produce Section for other Seasonable Items, Such as
Cantaloupes Asparagus Watermelon Pineapples
Hothouse Mushrooms Papaya

Blossom Time **COTTAGE CHEESE**
½ Pint **13c** Pint **25c** Quart **49c**

FREE 1 LARGE SIZE PKG. OF **PARADE** when you buy attached Giant Size at regular price. LIMITED TRIAL OFFER — BOTH ONLY **60c**

These Prices Effective in all Safeway Stores in San Diego County Thurs., March 15 thru Sun., March 18. Limit Rights Reserved

Shop your local Safeway at:
4905 Newport Ave., Ocean Beach
3010 Carleton St., Point Loma
2850 Midway Drive, San Diego
OPEN SUNDAYS INCLUDING MEAT SECTION.

Girl Scout Fashion Show Set Saturday

"Fantasy in Green" will be the theme of the Senior Girl Scout Fashion Show to be presented, Saturday, March 17, at 2 p.m. in the auditorium of Pacific Beach Junior High School.

Two Senior Scouts in the Peninsula area were chosen as models. They are Cherryl Dudley from Troop 172 and Jo Ann Graecen from Troop 438. Hostesses from this area include Carolyn Burne and Kay Cronk.

A Pacific Beach department store will furnish fashions. No uniforms will be shown. Mrs. Blessing Muehling and Miss Ellen Creelman will be commentators. Girl Scouts working on the committee include Judy Cook, Pat Cooper and Catherine Johnson. Mrs. Paul Hales is Senior advisor for the event.

Eighth grade Scouts and their mothers will be special guests.

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$236.95
With Old Washer
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CAR-TUNES
"Push That Lil' Sports Car Out . . . He Ran Out Of Gas Down The Road"

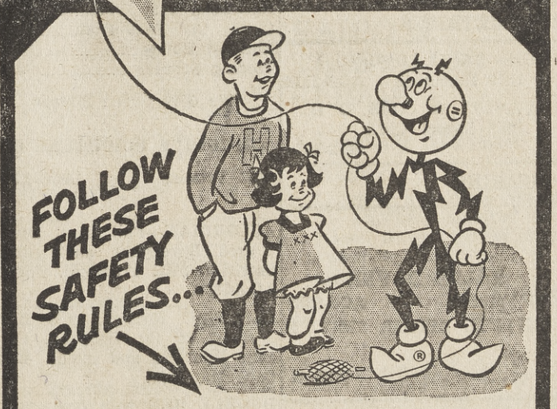


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All Work Guaranteed—Satisfaction or Your Money Back.
BILL'S SERVICE 1404 SUNSET CLIFFS AT POINT LOMA AVE. AC-2-4422

BOYS, GIRLS... FLY KITES RIGHT!



FOLLOW THESE SAFETY RULES...
1. KEEP KITES AWAY FROM ELECTRIC WIRES!
2. USE DRY COTTON STRING!
3. NEVER USE METAL ON KITES!
4. NEVER CLIMB ELECTRIC POLES!

Be careful when you fly your kite this year. Don't fly it near ANY wires. Don't use wire or wet string. Don't climb a pole to rescue your kite... it isn't worth it. Play safe and follow Reddy's simple rules above.
Reddy Kilowatt
SAN DIEGO GAS & ELECTRIC CO.

Robert Ryans Home; Wed In Kansas City

Settled in their first home are Mr. and Mrs .Robert Ryan who were married January 28. Their address is 4629 Lotus.

Their surprise marriage in Kansas City, Mo., took a fashionable wedding off next June's calendar. The bride, formerly Miss Joan Beverly Nye, is the daughter of Mr. and Mrs. Gerald W. Heilbron. The bridegroom's parents are Mr. and Mrs. Douglas W. Coleman.

The bride had been making Kansas City her hearquarters while she was employed as an airline hostess. Her roommate, Miss Carol Ann Thrush, of Columbus, Ohio, also an air hostess, was maid of honor at the ceremony which was held in the Second Presbyterian Church. Best man was Major Thomas Jones, USAF, of Louisville, Ky.

A brief honeymoon trip took the newlyweds to Excelsior Springs. Mr. Ryan, who is a senior at State College, flew to Kansas City on his mid-term vacation. He is affiliated with Kappa Sigma.

He and his bride were graduated from Point Loma High School, and Mrs. Ryan attended the University of Colorado at Boulder where she became a Delta Gamma. She also belongs to the Zlac Rowing Club.

ORDER OF AMARANTH

Farewell night honoring Royal Matron Marie June Buirch and Royal Patron Charles H. Ludlow will be observed at the regularly scheduled meeting of Pacific Beach Court 104, Order of the Amaranth, Friday at 8 p.m. in the Point Loma Masonic Temple, 1711 Sunset Cliffs Boulevard.

All members are especially urged to attend this meeting as the annual election of officers will be held as well as the annual reports presented, including a report on Grand Court proceedings.

Honored Ladies Catherine Bell and Gertrude Fowler will serve as co-chairmen for the after Court party.

PT. LOMA CHAPTER OES

Mrs. Molly Barth, deputy grand matron, will make an official visit to Point Loma Chapter 490, OES, Monday, March 19, at 8 p.m. at the Masonic Temple, 1711 Sunset Cliffs Blvd. Grace Mayers will be chairman of the after-chapter party.

BEGINNING SQUARE DANCERS TO MEET

Beginners Square Dance class will meet tonight, March 15, at 8 p.m. in Silvergate School on Venice St. This class has just begun and is sponsored by the Golden Slipper Club. Meetings last two hours and have Ed Berryman as caller. March 22 has been set as closing date for this adult class.

DEWEY PTA TO MEET

A panel discussion of "Children's Problems," with 6th grade students taking part, will feature a meeting of the Dewey School PTA Tuesday, March 20 at 7:30 p.m. in the auditorium. 5th grade students will present choral numbers.

PARENT PARTICIPATION

Robert Karen, psychology instructor at San Diego Junior College, will lead a forum discussion of the parent participation classes at Midway Adult Center on Thursday evening, March 15 at 7:30.

All parents are welcome to attend this meeting which will have as its topic, "How Shall I Teach My Children About Sex?" Additional information may be had by calling AC-3-1671.

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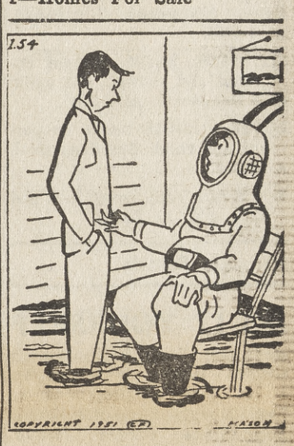
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A well built 2 story Monterey type home with large bedrooms and loads of closet space.
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EASY TERMS
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LISTED PRICE—$17,500
Gross Rental now $185 per mo.
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$10,000 - $2,500 Dn.
See this roomy 4 bedroom in Ocean Beach, An older home in beautiful condition. All large rooms, real fireplace. Fine neighborhood. Near all.

OCEAN BEACH-PT. LOMA
$10,950 - $1,500 Dn.
2-B.R. stucco home on fine lot. Wall-to-wall carpet. A real beauty. Truly a Rent Beater.

PT LOMA-SUNSET VIEW
3 big bedroom near-new home. 2 baths, picture window, fireplace, loads of storage space. An Excellent Value now at $22,500 with good terms.

Silver Gate School
3 BDRMS. & DEN MODERN
Fine family neighborhood, 2 car garage, central heat and
ONLY $16,950
GOOD TERMS.

Loma Portal
2 B.R. beautiful living room, large separate Dining room. A real buy. Price reduced to $16,950.00. Your cash down.
Owner Wants Your Offer

OCEAN BEACH
5 DELUXE 2 B. R. UNITS
4 units bring in $320 per month. Extra large view apartment for owner. REALLY NICE.

OCEAN BEACH
INCOME BARGAIN
2-1 Bedroom houses. Close to all. Only $10,500. Owner wants offer.

ATTENTION
FIX UPPER'S & BUILDERS
DRIVE BY 2021 GRANADA
THIS LARGE, fine, duplex is available now at only $16,000. JUST NEEDS A LITTLE POLISHING. The 50-ft. lots on either side are available for future expansion. Trade for Small 2 B. R. Pt. Loma home.

BAY SHORE
4222 VOLTAIRE
AC-3-7141 Eves AC-3-0604



LOMA MAR VISTA!
CHOICE MARINE VIEW LOTS
PAVING & ALL UTILITIES
JUST A FEW LEFT AT
$6000 & $6500

YOUR MULTIPLE LISTING BROKER IS PROUD TO BE A REALTOR. DEAL WITH HIM IN CONFIDENCE

CARL ACKERMAN, Realtor
"FINE PT. LOMA HOMES".
1259 Rosecrans St. - AC-3-3174

"HAWAII CALLS"
Most beautiful living patio on Point Loma in the Hawaiian manner. 2 B.R.s plus den, 2 bath.
SEE AND BE ENCHANTED

NEAR ALL
Close to Loma Theatre & St. Charles. 2 large B.R. with delightful sunny kitchen. Nice view.

DRIVE TO 1154 CONCORD
2 B.R. plus den, 2 car garage, level lot, 75x125. Low down.

POINT LOMA REAL ESTATE
1057 Rosecrans AC-3-1234
Eves. AC-3-6859 - AC-2-4869

THE PENINSULA NEWS BOOSTER SLOGAN CONTEST

$312.00

— IN —

MERCHANDISE and SERVICES

WITH THE

SPONSORING ADVERTISER OF YOUR CHOICE

SAVE TIME AND MONEY SHOPPING IN THE PENINSULA AREA

Rules of the Booster Slogan Contest

1. Any person is eligible except members of families or employees of The Peninsula News.
2. Locate the "Hidden" Word found in each column. These words will be changed into a new location somewhere among the ads each week. Work from left to right.
3. Write your entry along the same theme as the words compiled. Bring or mail to the Peninsula News office .
4. The Peninsula News will have your entry impartially judged and award a Credit Certificate worth $12.00 to the winning contestant.
5. Any contestant may submit more than one line, if desired.
6. This contest closes at 5 p.m., Tuesday. All entries must be in the office by that time.
7. In case of ties, identical prizes will be awarded to all tying contestants. The decision of the judges will be final.

Print or plainly write the "Booster Slogan" on next line:

.....

Your rhyme or paraphrase on this line.

.....

.....

Name..... Phone.....

Address..... Occupation.....

Bring or mail this coupon or duplicate on plain paper or post card to The Peninsula News Office. All entries must be in our hands by 1 p.m. next Tuesday. A $12 certificate will be awarded best judged entry.

More than 13,000 Families Read the Peninsula News Every Week

Copyright 1954 W. J. Rankin

LAST WEEK'S WINNER:
MRS. GEORGE BRICKER
1467 Froude St., Ocean Beach
Winning Slogan:
"Shopping is easier, values so sound—when trading with merchants on our 'Own Home Ground.'"

USE THIS RELIABLE DIRECTORY AND PATRONIZE THE MERCHANTS AND SERVICES FOUND LISTED BELOW

The Peninsula News will award each week for the next 26 weeks a credit certificate worth $12.00 to each eligible winning contestant—redeemable at any of the sponsoring advertisers who's ad is found listed on this page.

"CHECK THE ADVANTAGES"

This convenient Directory is composed of friendly local firms who realize that in order to maintain the patronage of resident shoppers, high quality, low cost and better service, must always be at your disposal. Hence, servce, convenience, home delivery, local telephone, are just some of the many reasons why IT PAYS TO SHOP LOCALLY.

"ENJOY THE FRUITS OF LOCAL HARVEST

You can have fun and become better acquainted with local advertisers and their ads by participating in our "BOOSTER SLOGAN" Contest. In each column can be found a "Hidden" Word—combine them and you have our slogan for this week—write a brief paraphrase along the same theme as the slogan—it does not necessarily have to rhyme but must always lend to the advantages of local shopping.

EXAMPLE—"Many More Reasons Why Local Trading is Best,
Get Shopping Done with Time to Rest."

APARTMENT HOTEL

Ocean Manor Apartment Hotel
Heated Swimming Pool and Ocean Bathing, Fishing, Sundecks, Patio, Television in every Apt., Single Rooms or 1- and 2-Bedroom Apts., Electric Kitchens, Infra-Ray Heat.
1370 Sunset Cliffs Blvd. on the Beach at Point Loma Ave., AC-2-7901

APPLIANCE & TELEVISION

Dawson Appliances & Television
Leading Brand Televisions & Appliances—RCA, Zenith. TV Rentals
4940 NEWPORT AC-3-1614

AUTO PARTS

Midway Auto Parts
"Auto Parts'
3038 MIDWAY DR. AC-2-1176

BAKERIES

Newport Pastry Shop
"HOT CROSS BUNS"
Here's a food that's heaven sent,
For restricted diets during Lent,
On smokes and sweets you may desist,
But our "Hot Cross Buns" you can't resist!
4953 NEWPORT AC-3-3556

BEAUTY SALONS

George's Patio Beauty Salon
The Newest in Spring Hair Fashions.
George Lund, Hair Stylist
1267 ROSECRANS, AC-3-1510

John's Salon of Beauty
Specialist in Personalized Beauty Services.
3013 ROSECRANS, AC-3-3487

Raymond's House of Beauty
Hairshaping, Permanent Waving, Hair Styling, Tinting, Manicuring.
"Perfect Haircuts"
1853 BACON AC-3-7328

BICYCLES AND TOYS

no

Gilmore's Bicycle and Toy Store
Schwinn Bicycles
Sales Service
Wheel Goods, Models, Toys, Sporting Goods.
Free Pickup & Delivery
5055 NEWPORT AC-3-3068

CAFE

Coffee Cup
Home-made pies and cakes. Complete Merchants Lunch from 60c to 75c. Also complete Luncheon and Dinner menu $1.00 to $1.70. Bring the entire family. Child plate 50c. Under new management.
1877 BACON AC-3-9327
need

CAR WASH

Midway Car Wash
Open 7 days a week. We give S & H Green Stamps. Soft Water and Mild Detergents. 3 Free Washes with every Polish Job.
MIDWAY & ROSECRANS AC-2-1372

CHILDREN'S WEAR AND ACCESSORIES

Morlin's Tot Shop
Clothing, Shoes, Furniture, Toys, Layettes. 25 years experience in fitting Children's Shoes. Everything for your Child. Infant to Twelve Years.
1918 CABLE AC-3-3817

CLEANERS

Point Loma Cleaners
"A LITTLE BETTER"
Pickup and delivery service for the entire Peninsula Area.
3663 VOLTAIRE AC-3-1354

Regal Cleaners
Quality Cleaning at Economy Prices. Let us Restore, Style, Shape and Brighten your Garments at no extra charge. Drive in Parking, La Plaza Shopping Center.
1854½ BACON AC-2-9028

CURTAINS & DRAPERIES

Joniaux Curtains and Draperies
The most Complete Curtain and Drapery Shop in the Ocean Beach area. Ready-made Curtains and Draperies, Bedspreads, Rods, Shades, Venetian Blinds, Accessories, Cornices, Slip Covers. Free estimate in your home. Up to 90-day accounts. No extra charge.
1851 BACON AC-3-5465

DANCE CLUB

Rock & Roll at Rosey's
Jam Session Every Sunday Night, with Dick Ryan's Band. Don't miss Jitterbug Contest every Thursday Night. Welcome—No increase in prices.
2228 BACON AC-3-9256

ELECTRICAL CONTRACTORS

C. O. Carl & Son
Wiring, Fixtures, Repairing Quality work our Specialty. 32 years serving the Peninsula Area.
2223 BACON AC-3-1919

Scotch Electric
Maintenance, Repair, Contracting—Serving the Peninsula Area.
3020 Midway Drive AC-3-8101

FLORIST

Windy's Drive In Florist
Flowers for all Occasions—Weddings, Funerals, Corsages, Cut Flowers. Open every day till 9 p.m.
"Say It With Flowers"
3001 MIDWAY, at Rosecrans AC-3-8177

FURNITURE NEW & USED

Bacon Street Furniture
New and Used Furniture and Upholstery, Television, Appliances. New idea for "Forgotten Rooms" is the New "Karpit Squares"—See them Today.
1884 BACON AC-3-5071

Community Furniture
We Buy, Sell or Trade. Rental on Rollaway Beds and Floor Polishers. We give S & H Green Stamps.
4887 VOLTAIRE AC-3-5714

GARAGES

flee

Stevenson Motors
2 and 3 Year Guarantee on Dayton Tires with 40% off Exc. Complete Automotive Repairs. Expert Body and Fender Repair.
1955 BACON AC-3-7144

Wheatley's
Wheatley's Foreign and Domestic Car Repair. Complete Richfield Service. Now serving the Beach Areas.
1946 BACON AC-3-0796

HARDWARE STORE

Schoen's Hardware
HOUSEWARES — GIFTS
TOYS
4827 NEWPORT AC-2-6091

INSURANCE

Jos. L. Richardson Company
Complete INSURANCE Service
1859 CABLE AC-3-3679

JEWELRY STORE

Smith & Son
Jewelers Since 1873.
3rd Generation of Watchmakers.
Our watches include these top names— Longines, Wittnauer, Hamilton, Elgin, Universal, Wyler.
4831 NEWPORT AC-3-0718

community

LAUNDRY & DRY CLEANING

Pacific Services
Now open—Our New Branch Laundry and Dry Cleaning—4 Hour Service. Expert Alterations of all types.
Quality Shoe Repair
1910 ROSECRANS, AC-2-6060
(Near Gate 6 NTC)

LADIES' READY TO WEAR

Gordon's
Dresses—Juniors 7 thru 15; Regulars, 10 thru 20; Half Sizes 12½, thru 24½. Also complete Maternity Dept. If your husband stops looking at you, Start looking for us.
4992 NEWPORT AC-3-5277

MARKETS

Peskin's Superette Market
Your Friendly Neighborhood Grocer — Complete Market Service. Finest Quality Meats. Lowest Prices. Fresh Fruits and Vegetables, Frozen Foods, Household Necessities, Magazines.
4705 PT. LOMA corner Ebers

MEN'S STORE

Art's Store for Men
Ocean Beach's Exclusive Men's Store. Our Expansion Event Slashes Regular Prices—Slacks, $14.95 value, only $5.95; Sport Shirts, $7.95, now 2 for $5.00. Many other values.
4920 NEWPORT AC-3-8408

MOVING & STORAGE

Ocean Beach Transfer & Storage
Local, Statewide—Furniture, Pianos, Refrigerators. Serving San Diego and Surrounding Areas.
5040 NEWPORT
OFFICE AC-3-3271
(After 5:30 p.m. and before 8 a.m., call AC-2-7260.)

NURSERIES

Blue Pacific Nursery
Serving the Entire Beach Areas — Trees, Shrubbery, Fertilizers, Insecticides, Bulbs, Seeds, Plants. Bring Bulbs, Seeds, Plants. The Best In The West.
We give Action Stamps.
Free Delivery Service.
4850 NEWPORT AC-2-1151

PET SHOP

Blue Pacific Pet Supply
Everything for your Pet—Parakeets and Cages. Select Gold Fish and Bowls. Rental Pet Library. Gov't. Inspected Horse Meat. See our Greater Hill India Mynah Birds. They Talk.
4828 NEWPORT AC-3-0605

PIZZA HOUSE

Caporicci's
We Welcome those who enjoy Pizza at its best, or Delicious Spaghetti. Another Specialty is Torpedo Sandwiches—they are good.
2244 BACON AC-3-9526

PLUMBERS

Day & Nite Plumbers
Since 1907
Plumbing, Heating, Repairs
Disposals
Automatic Water Heaters
3006 BARNETT AC-3-8189

Peck Plumbing & Supply
Water Heaters, Appliances, Emergency Repairs, Contracting, All Steel Kitchen Cabinets, Formica Drainboards, Garbage Disposals.
4859 VOLTAIRE AC-3-1737
there's

POULTRY

Zeke's Farmhouse
The Most Unique Poultry House in the West—Get your pickuns of Eggs and Chickuns. Try our Fresh Country Eggs. Red Fryers, Parts, Turkey and other fowl. Antiques and Health Foods. Home-made Jams. Visit our 1890 Country Store.
4805 VOLTAIRE AC-2-1626

REAL ESTATE

Bay Shore Realty
IF YOU WANT TO SELL OR BUY A PENINSULA HOME, See BAYSHORE REALTY for DEPENDABLE SERVICE. Member of Pt. Loma-Ocean Beach Multpile Listing Service.
4222 VOLTAIRE AC-3-7141

Butler Realty
HOMES - BUSINESS PROPERTIES - INCOME—For Reliable Service Call BUTLER REALTY. Member of Pt. Loma-Ocean Beach Multiple Listing.
1310 ROSECRANS, AC-3-3165

RADIO & TELEVISION REPAIR

Luckey Marine Radio
Television and Radio Repairs. All Applinces Repaired. Save Money. Bring Your Set in For Faster Service.
4733 PT. LOMA AVE. AC-2-3069
no

RESTAURANTS

Shelter Island's Bali Hai
BUFFET OR LUNCHEON $1.50
Banquets, Dancing Fri. & Sat.
Tropical Waterfornt View.
Dinners from $2.00
Adolphe Rempp, Manager
AC-2-1181

SCHOOLS, NURSERIES

Playhouse Nursery School
Ages 2 to 6—Hours 6:45 a. m. to 5:30 p.m. Hot nutricious meals. Kindergarten, Accredited Teachers, Creative Materials for Self Development.
4678 Santa Monica AC-2-8418

SEA FOODS

Point Loma Sea Foods
Observers of Lent will find only fresh Sea Foods at Point Loma Sea Foods. We smoke, ice and ship your fish.
(On the Bay South Side of Sport Fishing Docks)
2805 EMERSON AC-3-1109

better

SELF-SERVICE LAUNDRY

Ocean Beach Self-Service
Careful Dry Cleaning and Finish Laundry. Expert Dyeing of Caldye Basic Shades. Send us your most Delicate Garments. Rugs, any size washed, dried and dyed. You do it or we do it.
1959 ABBOTT AC-3-0681

Voltaire Laundromat
Drop Bundles, Self Service, Dry Cleaning, Finished Laundry. Rugs washed and dried.
4966 VOLTAIRE, AC-2-4671

SERVICE STATIONS

Martin & Annable
SHELL SERVICE
One Stop for Complete Brake Service. Soft Water Car Wash. Firestone Tires and Batteries.
VOLTAIRE at Sunset Cliffs AC-3-7505

TEXACO CREDIT CARD HOLDERS
6 Months Credit on all B. F. Goodrich Tire Purchases. No interest or carrying charges, No credit investigation. Special—Four 6.70x15 Goodrich Tires, $68.00 plus tax and trade-in.
Tom Smith Texaco
4805 W. PT. LOMA, AC-3-3853

SERVICE STATION & GARAGE

Hardin Service & Omer's Garage
Hardin's Chevron Service—Atlas Tires and Batteries. One-Stop Friendly Service—OMER'S GARAGE. Careful, Dependable Automotive Repair. All makes. Satisfaction guaranteed.
4175 VOLTAIRE AC-2-6933

H. E. Moore
SINCE 1928
Complete Car Service—General Repairing, Tune-up, Brakes, Carburetor and Distributor Overhauling. Delco Remy and Auto Lite Parts. Lubrication. Mobile Tires and Batteries, Seat Covers, Accessories.
2918 LYTTON AC-3-5331

TAILOR SHOP

Ralph Zampana
We will convert your outdated Double Breasted Coat into a Smart new Single-Breasted Model for only $20.00. Results Guaranteed. Men's and Ladies' Suits Made to Order. Alterations of all kinds.
1863 BACON AC-2-6633

TAXI SERVICE

A. B. C. Cab Co.
Use Locally Owned Cabs. Anywhere 24 Hour Service. 2-way Radio for Quick Service. 5 can ride for the price of one. Low Rates. Delivery Services as near as your phone.
5040 NEWPORT AC-3-8322

TELEVISION SALES (USED

TV Liquidators
San Diego's only exclusive used Television Store. Day and Nite Service. Radio and Television Repair. All we sell is used. All makes, models and sizes. All sets completely reconditioned. Easy terms. From $29.95. Open Evenings.
3233 MIDWAY DR. AC-3-1608

TELEVISION SERVICE

Academy TV
Service for all Makes Television, Home and Auto Radio.
4145 VOLTAIRE AC-3-6048

TELEVISION SALES AND SERVICE

Bob Horn Television
Now at our Attractive New Location. See the New General Electric Portable TV for as low as $99.95. Point Loma's Largest and Most Complete Sales and Service.
1865 SUNSET CLIFFS BLVD. AC-3-3546

For Personalized Service
Call AC-2-5428
Hours 8:30 a.m. to 10:00 p.m.
Home Service Calls, $3.95
(Parts extra)
Fidelity Radio & Television Service
3444½ MIDWAY DR. AC-2-5428

TELETRONICS
for the best in television and radio service
AC-3-3541

Zenda Television
Day and Nite Service. Expert Radio and Television Repair. Tubes tested Free. Ten years servicing the Beach Area. No down payment with qualified credit. Easy terms. Open evenings. Two locations:
3112 MIDWAY DR. AC-2-0174
1438 GARNET HU-8-3858

TERMITE CONTROL

Harbor Termite Control
Close By
Quick Service
Point to us, We are on the Point.
your turn
AC-3-3710

quality

VARIETY STORE

Homer's Variety
Self Service for your Convenience. Clopay Window Shades. Plastic and Washable. Bring your rollers and save. Fast Service.
4871 NEWPORT

NOEL FURNITURE

. . . A LEADER in - Quality and Value!

INCO Swing-a-Way 13 - PIECE STUDIO GROUP



The conversation corner that converts to "twin" or studio style beds.

Only $ 289.00 for all 13 pieces

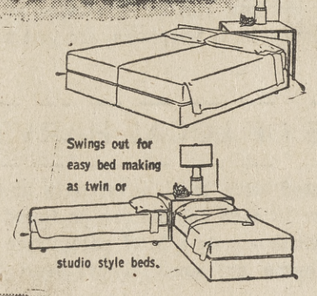
with choice of fabrics

- Corner table with plastic top in platinum walnut finish
- 2 innerspring mattresses

and 10 items in matching upholstery fabric

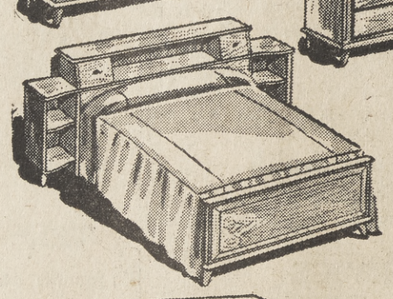
- 2 box springs on ball bearing casters
- 2 headboards—hinged
- 4 wedge-shaped innerspring bolsters
- 2 tailored slip covers

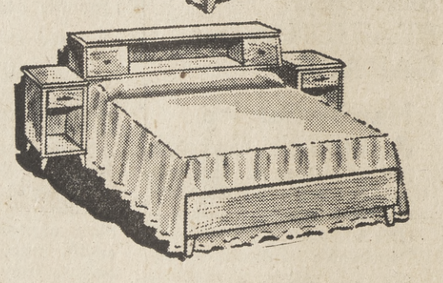
74" x 34" bed size assures full comfort



Swings out for easy bed making as twin or studio style beds.







BEAUTIFUL NEW SOLID ASH BEDROOM GROUP

CHAMPAGNE FINISH

Dbl. Dresser With Mirror	139.00
Bookcase Headboard	69.00
9 Drwr. Dresser With Mirror	159.00
4 Drawer Chest	89.00

EXCELLENT QUALITY
PRICED TO MEET ANY BUDGET

NATIONALLY ADVERTISED Virtue BROTHERS OF CALIFORNIA

SCULPTURED BLACK METAL

Micalite—Stain and heat resistant plastic tops in lustrous Beige, Mocha or Charcoal Walnut. Buffet with slide-out linen trays and ample silver and china storage.



712-713 BUFFET
BUFFET and SHELF UNIT $159.95
26¢ A DAY

TABLE $84.95
14¢ A DAY

NOW A COMPLETE RELATED DINING GROUP AS FEATURED IN HOUSE BEAUTIFUL FOR ONLY PENNIES A DAY!

345 TABLE
670B CHAIRS





CHAIR $29.95
5¢ A DAY

Golden Vogue—Washable and virtually stain-proof vinyl covers with Golden accents. Choice of fine decorator colors. Golden White, Golden Pink, Golden Yellow, Golden Aqua, Golden Red.

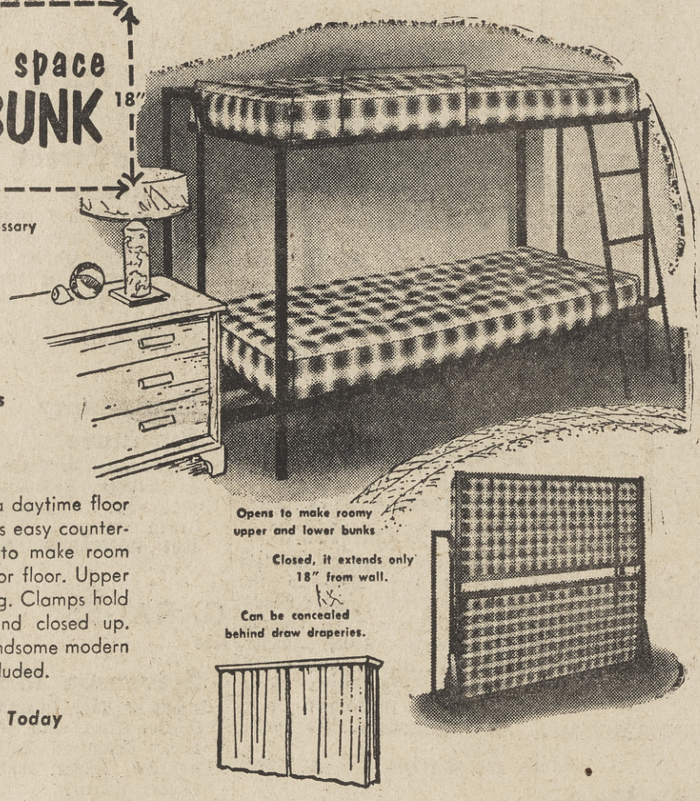
Picture this practical beauty in your own home...gorgeous woodgrains and luxury fabrics in the new wonder materials that are so easy to care for! Extends to 35" x 60" to seat six in foam rubber comfort! Come in and see this complete dining area ensemble.

Gain this extra daytime space With Inco FOLD-A-BUNK

80" x 18" — 80" x 18"

Safe, easy, swing-up design—no installation necessary

COMPLETE PRICE
Only $ 159.00
Includes innerspring mattresses in modern plaid



Opens to make roomy upper and lower bunks

Closed, it extends only 18" from wall.

Can be concealed behind draw draperies.

The new Fold-A-Bunk provides valuable extra daytime floor space for work or play. Safety-design permits easy counter-balanced action lowering or raising bunks to make room seem larger. Need not be attached to wall or floor. Upper bunk is only chest high for simple bed making. Clamps hold bedding securely when beds are made and closed up. Quality innerspring mattresses covered in handsome modern fabric. Attached ladder and guard rail included.

Come In and See This Space-Saver Today

Complete the Beauty of Your Home with Custom-Styled Draperies!

Let our decorator help you with fabrics suitable with your own setting. Stop in or call for FREE estimate and advice on color coordination!

SHOP
MONDAY & FRIDAY
EVENINGS UNTIL 9
CLOSED MONDAYS UNTIL NOON

NOEL FURNITURE

NOEL FURNITURE

4836 Newport Avenue, Ocean Beach, AC 3-3163